

Programme Structure – BBA (2024-25)

Bachelor of Business Administration (BBA) In Management Studies As per NEP-2020 (BBAMS2024)

SEMESTER - I								
Course Code	Course Title	L	T	P	Credit	Int.	Ext.	Total
10121711	Principles of Management	3	1	0	4	50	50	100
10121712	Organization Behavior	3	1	0	4	50	50	100
10121713	Business Statistics	3	1	0	4	50	50	100
10821701	Business Communication Skills	1	1	0	2	50	0	50
10821702	Introduction to ICT	1	1	0	2	50	0	50
11021701	Indian Knowledge System	2	0	0	2	50	0	50
11121701	Personality Development and Basics of Yoga	2	0	0	2	50	0	50
Certificate Course	Additional Course - Indian or Foreign Language (1-1-0) [optional course]*	1	1	0	0*	0	0	0
TOTAL					20	350	150	500

SEMESTER - II								
Course Code	Course Title	L	T	P	Credit	Int.	Ext.	Total
20121711	Basics of Financial Accounting	3	1	0	4	50	50	100
20121712	Human Resources Management	3	1	0	4	50	50	100
20121713	Marketing Management	3	1	0	4	50	50	100
20721701	Basic of Artificial Intelligence & Tech. Application	2	0	0	2	50	0	50
20421701	Social Media Marketing & Critical Thinking	2	0	0	2	50	0	50
21021701	Indian Constitution	2	0	0	2	50	0	50
20821701	Cyber Security management	1	1	0	2	50	0	50
Certificate Course	Additional Course - Indian or Foreign Language (1-1-0) [optional course]*	1	1	0	0*	50	0	50
TOTAL					20	400	150	550

SEMESTER - III								
Course Code	Course Title	L	T	P	Cred it	Int.	Ext.	Total
30121711	Cost and Management Accounting	3	1	0	4	50	50	100
30121712	Legal and Ethical Issues in Business	3	1	0	4	50	50	100
30121713	Business Economic	3	1	0	4	50	50	100
30921701	Indian Systems of Health and Wellness	1	0	0	2	50	0	50
30721711	Management Information System (MIS)	2	0	0	4	50	50	100
31121701	Yoga/Sports/Disaster Management	1	0	0	2	50	0	50
31121702	Presentation Skills	1	1	0	2	50	0	50
TOTAL					22	350	200	550

SEMESTER - IV								
Course Code	Course Title	L	T	P	Credit	Int.	Ext.	Total
40121701	Entrepreneurship and Startup Ecosystem	1	1	0	2	50	0	50
40121712	Financial Management	3	1	0	4	50	50	100
40121713	Business Research Methodology	3	1	0	4	50	50	100
40121714	Operations Management	3	0	0	4	50	50	100
41121701	Business Environment and Public Policy	1		0	2	50	0	50
41121701A	OR International Business							
40721701	Enterprise System and Platform	0	1	0	2	50	0	50
40721702	Design Thinking and Innovation	1	1	0	2	50	0	50
40721703	Leadership Development	1	1	0	2	50	0	50
TOTAL					22	400	150	550

SEMESTER - V									
Sr. No	Course Code	Course Title	L	T	P	Credit	Int.	Ext.	Total
1	CC501	Strategic Management	3	1	0	4	50	50	100
2	CC502	Logistics and Supply Chain Management	3	1	0	4	50	50	100
3	DSE501	Discipline Specific Elective - I 1) Consumer Behaviour 2) Financial Markets, Products and Services 3) HRD – Systems and Strategies	3	1	0	4	50	50	100
4	DSE502	Discipline Specific Elective - II 1) Sales Management 2) Direct Taxation 3) Change Management and Organizational Development	3	1	0	4	50	50	100
5	SEC501	Internship/capstone Project	-	-	-	6	-	-	100
6	SEC502	Major Project (Evaluation in sixth semester)	-	-	-	-	-	-	0
7	DSE503*	Discipline Specific Elective (Audit Course) 1) Retail Marketing 2) Behavioral Finance 3) Negotiation Skills	3	0	1	0	0	0	0
TOTAL						22	250	250	500
SEMESTER - VI									
Sr. No	Course Code	Course Title	L	T	P	Credit	Int.	Ext.	Total
1	CC601	Project Management	3	1	0	4	50	50	100
2	CC602	Business Taxation	3	1	0	4	50	50	100
3	DSE601	Discipline Specific Elective – III 1) Marketing of Services 2) Banking and Insurance 3) Training and Development	3	1	0	4	50	50	100
4	DSE602	Discipline Specific Elective – IV 1) Digital Marketing 2) Financial Planning 3) Performance and Compensation Management	3	1	0	4	50	50	100
5	SEC601	Corporate Governance	1	1	0	2	50	0	50
6	SEC602	Major Project (Initiated in 5 th Semester)	-	-	-	4	-	-	100
7	DSE603*	Discipline Specific Elective (Audit Course) 1) Rural Marketing 2) Sustainable Finance 3) Cross Cultural HRM	3	1	0	0	50	0	50
TOTAL						22	350	250	600

